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OCCHIUTI ROHLICEK & TSAO, LLP
10 FAWCETT STREET
CAMBRIDGE, MA 02138

EXAMINER
BOSWELL, BETH V

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Advisory Action

1.   The advisory action is in response to communications received 07/14/2008.

2.   Applicant's arguments with regards to Chislenko et al. (U.S. 6,041,311) have been fully

considered, but they are not persuasive. In the remarks, applicants argue that Chislenko et al.

does not teach or suggest predicted ratings of items by a typical non-specific user of the group

(Chislenko teaches that the predicted rating is for a specific user).

        In response to this argument, Examiner respectfully disagrees. Claim 1, for example,

recites "computing parameters associated with the one or more groups using the user related

data, including for each of the one or more groups of users computing parameters characterizing

predicted ratings of items by a typical non-specific user of the group". In the broadest

reasonable interpretation, the limitation requires that parameters or factors are

computed/determined using user related data, further including computing factors/parameters of

items by a typical (usual or **average**) non-specific (non-particular or non-identified) user of the

group (i.e. a theoretical average person in the group or groups). Looking to the third limitation,

this is used to computer statistical parameters for an individual user, along with the user's stored

ratings of items.

        Chislenko discloses that a user is associated with a similar group of users based on

history information/profile information stored. Based on the group, clustering and similarity

factors are computed along with a parameter that is computed (an average rating) which is

calculated for a theoretical average user of the group using the ratings by members of the overall

group. This calculation is not performed using the information of a specific user, but rather the

rest of the group and then is used to calculate an expected rating by any member of the group, as

is required by the third limitation of the claim (using the group parameter and the predicted rating calculated for an average theoretical user to compute a personalized parameter associated with a specific user – ie his or her predicted rating). See figure 1 (step 102), column 2, lines 20-30, column 5, lines 29-45 and line 65-column 6, line 15 and lines 57-67, column 8, lines 1-7, column 9, lines 1-11.

If the term "typical non-specific user" is meant to mean something more specific than a usual or average non-particular or non-identified user, examiner suggests amending the claims so the term may receive appropriate patentable weight. Examiner suggests, for example, including some of the algorithm or mathematical details that the typical non-specific user represents, as disclosed in the specification.

Any inquiry concerning this communication should be directed to Beth V. Boswell at telephone number (571)272-6737.

/Beth V. Boswell/
Supervisory Patent Examiner, Art Unit 3623